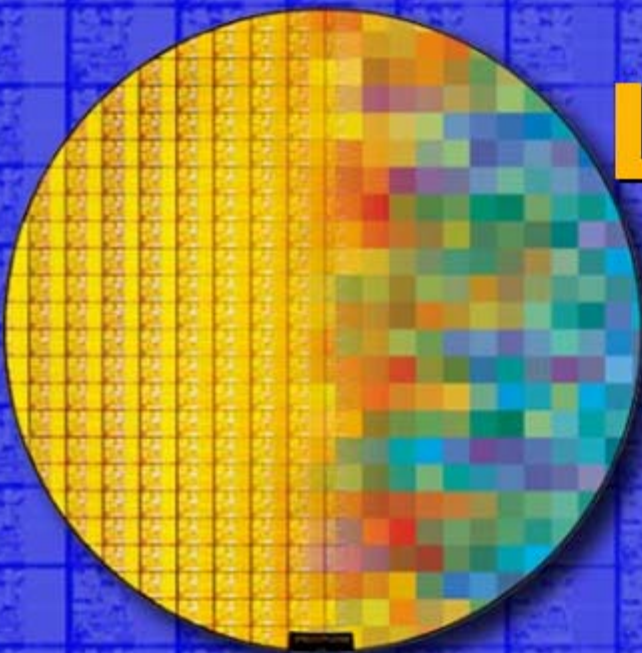


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Leave No Home Behind

Don MacDonald

Vice President
General Manager
Digital Home Group

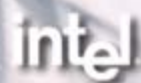




intel

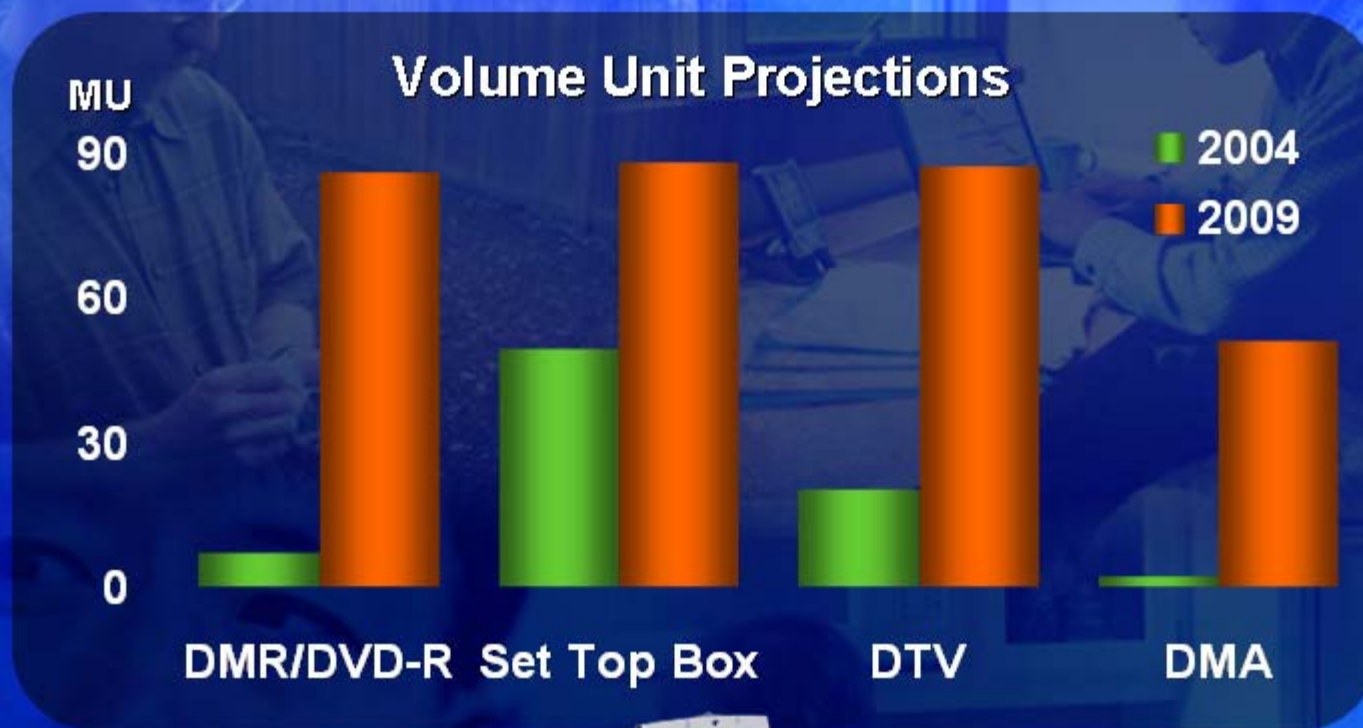
The slide features a blue background with a large, faded image of a man with glasses and a tie. In the bottom left, there is a smaller, clear image of the same man. The Intel logo is in the bottom left corner, and the text 'Intel Developer FORUM' is in the bottom right corner. The main title is centered in yellow text.

Moore's Law will Drive the Digital Home



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Growth in Digital Devices



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Source: DTV: iSupply 11/04, DMS: IDC 2/04
DSTB: CEG, GC InStat 10/04 DMR: ABI Q4'04

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Innovation Trumps Commoditization

Television Average Selling Price



Range of products in Digital Home is expanding



Multiple Entry Points



Multiple Usage Models



Metcalfe's Law

As devices are added to the network, the value of the network grows exponentially.

Standards Grow Markets



Digital Transmission Content Protection (DTCP/IP)

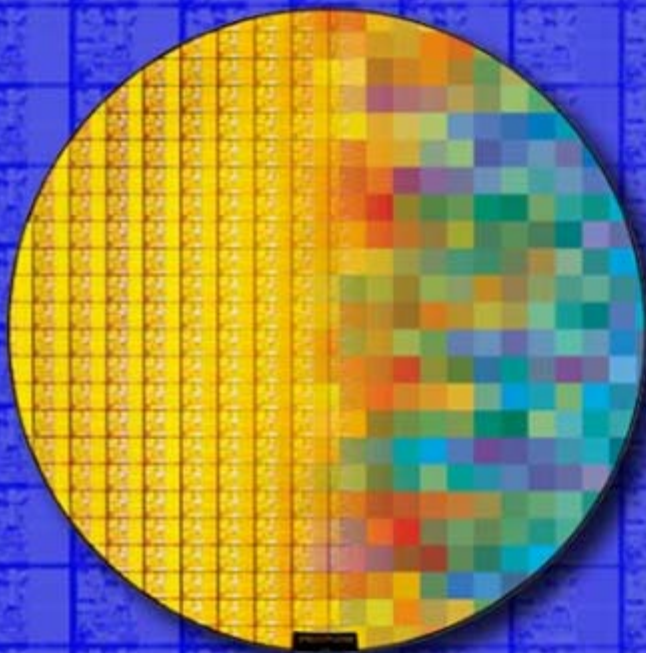


*Providing Consumers with Rights Protected
Premium Content Throughout the Home*



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Joe Belfiore

General Manager
Windows eHome Division
Microsoft

Bringing the Digital Home Vision to Life

Intel and Microsoft Share a Common Vision for the "Digital Home"

- Identifying consumer requirements for new products, services and usage models
- Creating Windows Media DRM and DTCP-IP interoperability
- Delivering on the vision with products like Windows XP Media Center Edition
- Working toward a compatible set of protocols and formats

The Intel logo is displayed in white lowercase letters with a registered trademark symbol. In the background, a family is shown in a living room setting, with a man and a woman looking at a large flat-screen television.The Microsoft logo is displayed in white italicized letters with a registered trademark symbol.

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Digital Living Network Alliance (DLNA)

Board of Directors



**Today Over 210 Member Companies From 14 Countries
Sign Up at www.dlna.org**



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Standards Drive Interoperability



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Digital Home Platform Roadmap



Consumer Electronics Platform

Intel® 815 Chipset
Intel® Pentium®
Processor

Intel® 830 Chipset
Intel® Pentium®
Processor

Rembrandt™
Digital Display
Processor*

Matisse™
Digital Video
De-interlacer*

Monet™ Integrated
Multimedia Digital
Display Processor*

Future Solutions with
Intel® Architecture and
Oplus Technology will
deliver enhanced
performance, display
quality and flexibility for
CE devices*.



DMI 2.0



DMI 3.0



DMI 4.0

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2005

2006

*Pending and subject to the closing of the acquisition

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Handheld Platform



PXA27x
+
Hermon
Platform

PXA27x
+
Hermon
Platform

PXA27x
+
Hermon
Platform

Hermon
Platform

Refresh

Refresh

Refresh

Hermon
Value

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2005

2006

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Personal Computing Platform



Anchor Creek
Intel® Pentium® D Proc. or
Intel Pentium Proc. Extreme Edition
Intel® 955/945 Express Chipset
Intel® GMA 950
Dual Core, EM64T

Bridge Creek
Presler
Broadwater
Intel® GbE solution
Dual Core, EM64T



Sonoma
Intel Pentium M processor
Mobile Intel 915 Express Chipset
Intel Pro/Wireless 2200 BG
or 2915 ABG

Napa
Yonah
Calistoga
Golan
Dual Core

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2005

2006

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Intel® Multi-core Architecture

Multi-user

Multi-usage

Multi-tasking



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roxio
start

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Gaming Comes Alive

“The [Intel® Pentium® processor] Extreme Edition systems will be outstanding for developers and for consumers.”

Trent Oster, BioWare Corp.

“...there are many exciting possibilities in the areas of more realistic physics, more believable characters, and more exciting visuals.”

Martin Sevigny, Ubisoft

“Intel’s platform is certainly the most important platform in the whole development pipeline, ...”

Tim Sweeney, Epic Games

OEM's Delivering Intel® Dual Core Architecture

acer

ALIENWARE

ASUS

DELL

FOUNDER

FUJITSU FUJITSU
COMPUTERS
SIEMENS

Gateway

GIGABYTE

hp
invent

HITACHI

lenovo

MEDION

NEC

LG

Packard Bell

SAMSUNG

SONY

TG

TCL

清华同方
TSINGHUA TONGFANG

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Protecting Your Digital Home



Delivering Technologies

VT

IAMT

EM64T

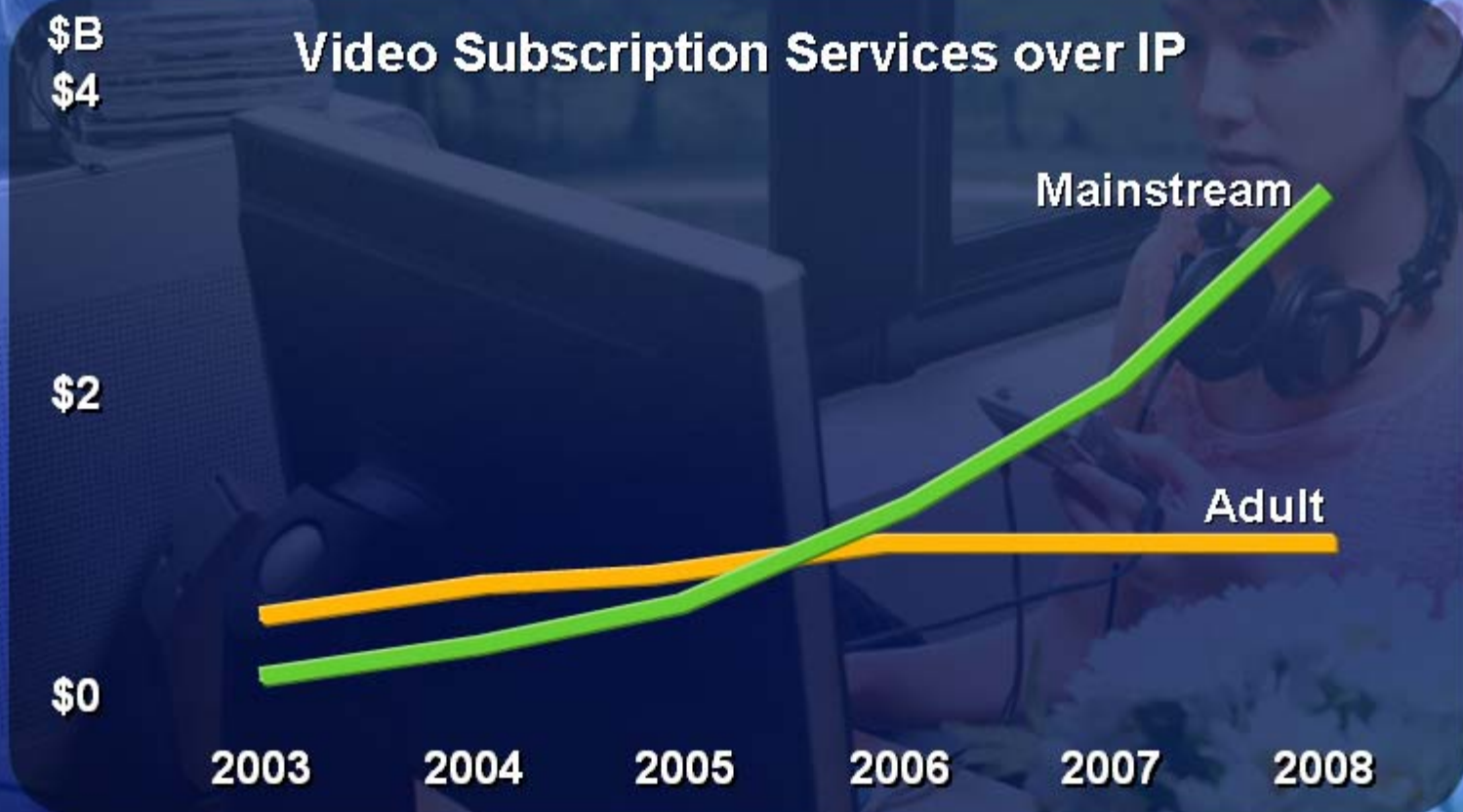
**FUTURE
*Ts**

Online Entertainment Growth



More Than \$11 Billion In Revenue In 2008

Online Content Goes Mainstream



Delivering Content Worldwide



BGC DM
歌华有线数字媒体



CINEMA Now
Watch Movies Here™

Disney



联众世界

han@game



Movielink®



musicmatch® NEXON



napster

nhn.



roxio™

puretracks™

PINNACLE
SYSTEMS

Radio@AOL

TELECOM
ITALIA



VIRGIN MEGA.FR

tiscali.

ULEAD®

YAHOO!®

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Erik Flannigan

Vice President Programming

Disney/Buena Vista Datacasting



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A large, semi-transparent advertisement for MovieBeam is overlaid on the right side of the slide. The background of the slide shows a woman and a young boy sitting on a brown sofa in a dimly lit living room, watching a television. The television screen displays the MovieBeam website interface. The advertisement overlay is a larger version of this website interface. It features the MovieBeam logo at the top, followed by the tagline "a whole new way to rent movies right from home". A prominent offer states "\$40 plus 2 months FREE" with a "View Details" button. Below this, there's a section for "100 Always 100 movies in your home with 10 new movies updated every week!". Another section highlights "No late rental return fees. No trips to the video store." and "No equipment to buy. Movies cost \$1.99 - \$3.99 with a low monthly fee." The right side of the overlay shows "Now Showing" and "Coming Soon" movie sections with movie posters for "Shrek 2" and "Raising Helen". At the bottom right, there's a link to the "Intel Developer FORUM".

MovieBeam
a whole new way to rent movies right from home

\$40
plus **2 months FREE**
[View Details](#)

Learn more about MovieBeam
 [TELL ME MORE](#)

100 Always 100 movies in your home with 10 new movies updated every week!

Late fees No late rental return fees. No trips to the video store.

No equipment to buy. Movies cost \$1.99 - \$3.99 with a low monthly fee.

Now Showing

Shrek 2 Raising Helen
[See all 100 movies now playing on MovieBeam](#)

Coming Soon

The Matrix The Bourne Supremacy
[Intel Developer FORUM](#)

Digital Home Opportunity



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Motorola E680 Smart Phone



iriver PMC-120 Multimedia Player



Samsung Q30 Notebook



LG Wireless TV



MSN TV2 Internet Player



Slender Form Factor PC



Sleek Concept Entertainment PC



Dell Dimension XPS Desktop Personal Computer





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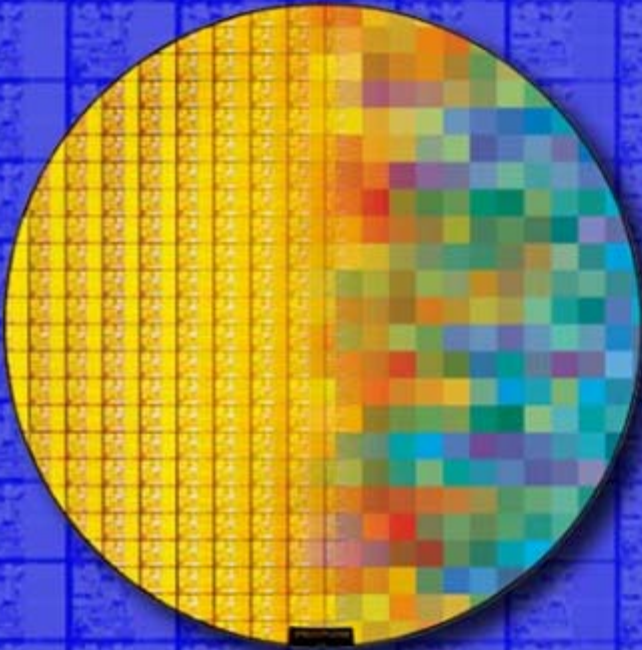


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**Together, let us
leave no home behind**



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